

Exhibit 23

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Marketing Consulting
and Research

The Emerging Role of the Web for the NFL

prepared for:



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Agenda

- I. Approach
- II. Market Sizing
- III. NFL.com Users
- IV. Football Website Selection Criteria
- V. Team Website Users
- VI. Fantasy Football
- VII. NFL.com Fantasy Football Users
- VIII. Fantasy Football Website Selection Criteria
- IX. NFL Television Viewing
- X. Willingness-to-Pay
- XI. Findings and Implications
- XII. Appendix



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Approach

Objectives

- What drives people to NFL.com?
 - Who uses the site and why
 - Who does not use the site and why
- What drives people to NFL.com fantasy football?
 - Who uses the site and why
 - Who does not use the site and why
- What is the role of Interactive viewing
- What impact do NFL.com and fantasy football have on football viewing?

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Approach

Data

- ★ **On-line survey of 1407 18-49 year old men who are at least casual football fans and who use sports websites**
 - 872 NFL.com Users
 - 508 Other Sports Website Users (Non-NFL.com)
 - 322 Fantasy Football Users (Non-NFL.com)
 - 369 NFL.com Fantasy Football Players
- ★ **Incidence survey of 500 18-49 year old men used to assess “true” market penetration of football related web activities**
- ★ **Data collected right after the Super Bowl**

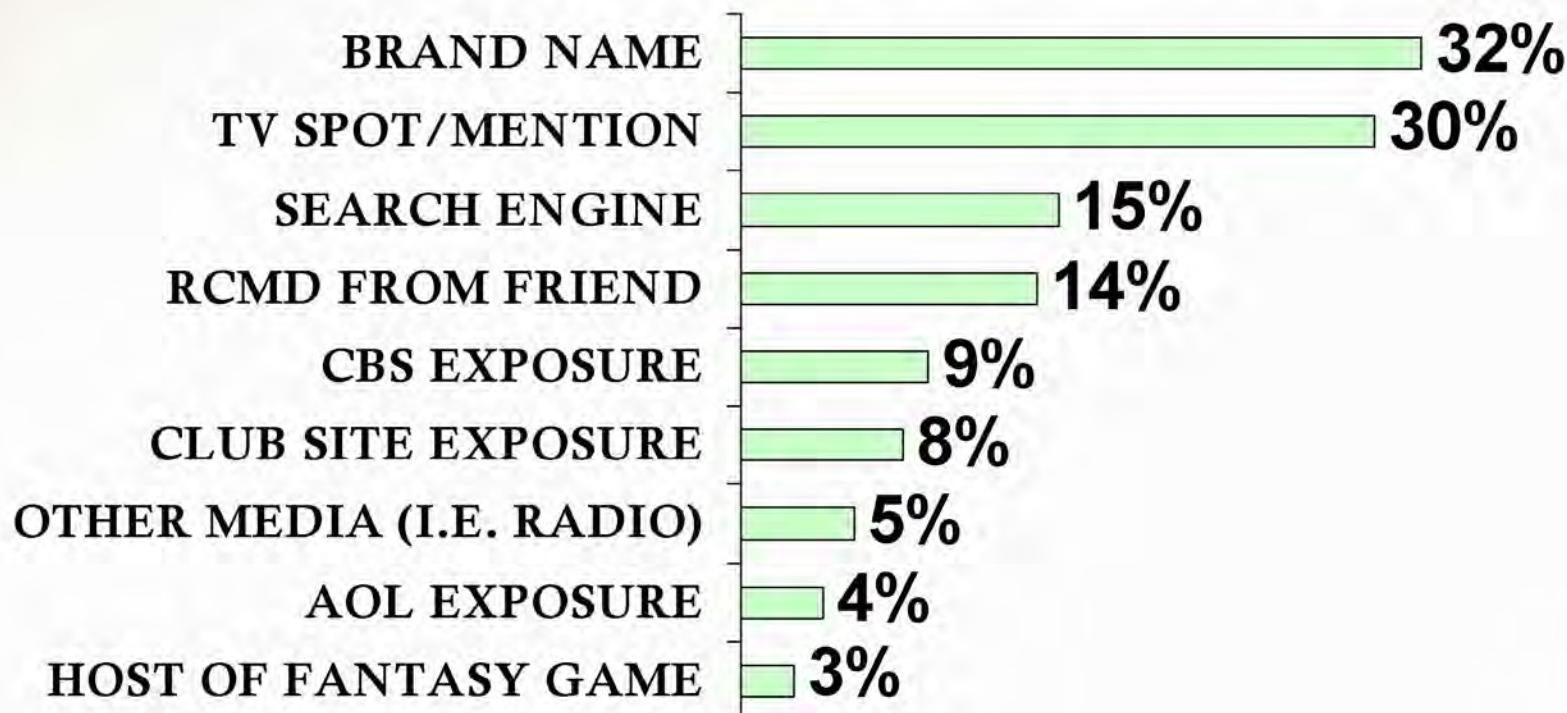
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NFL.com Users

- The “brand name” and TV spots/mentions are the biggest reasons users report visiting NFL.com for the first time.

Reason Visited NFL.com for First Time



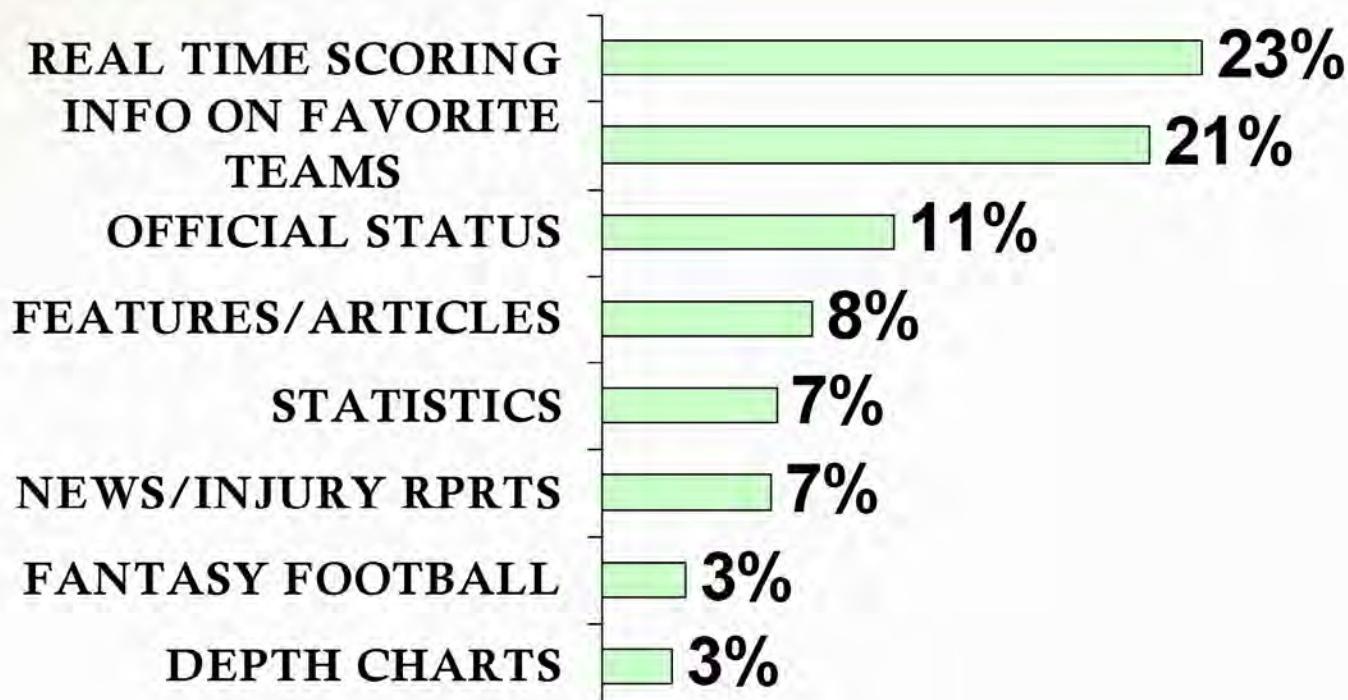
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NFL.com Users

- Real-time scoring and info on favorite teams are the two favorite features of NFL.com

Favorite Feature of NFL.com

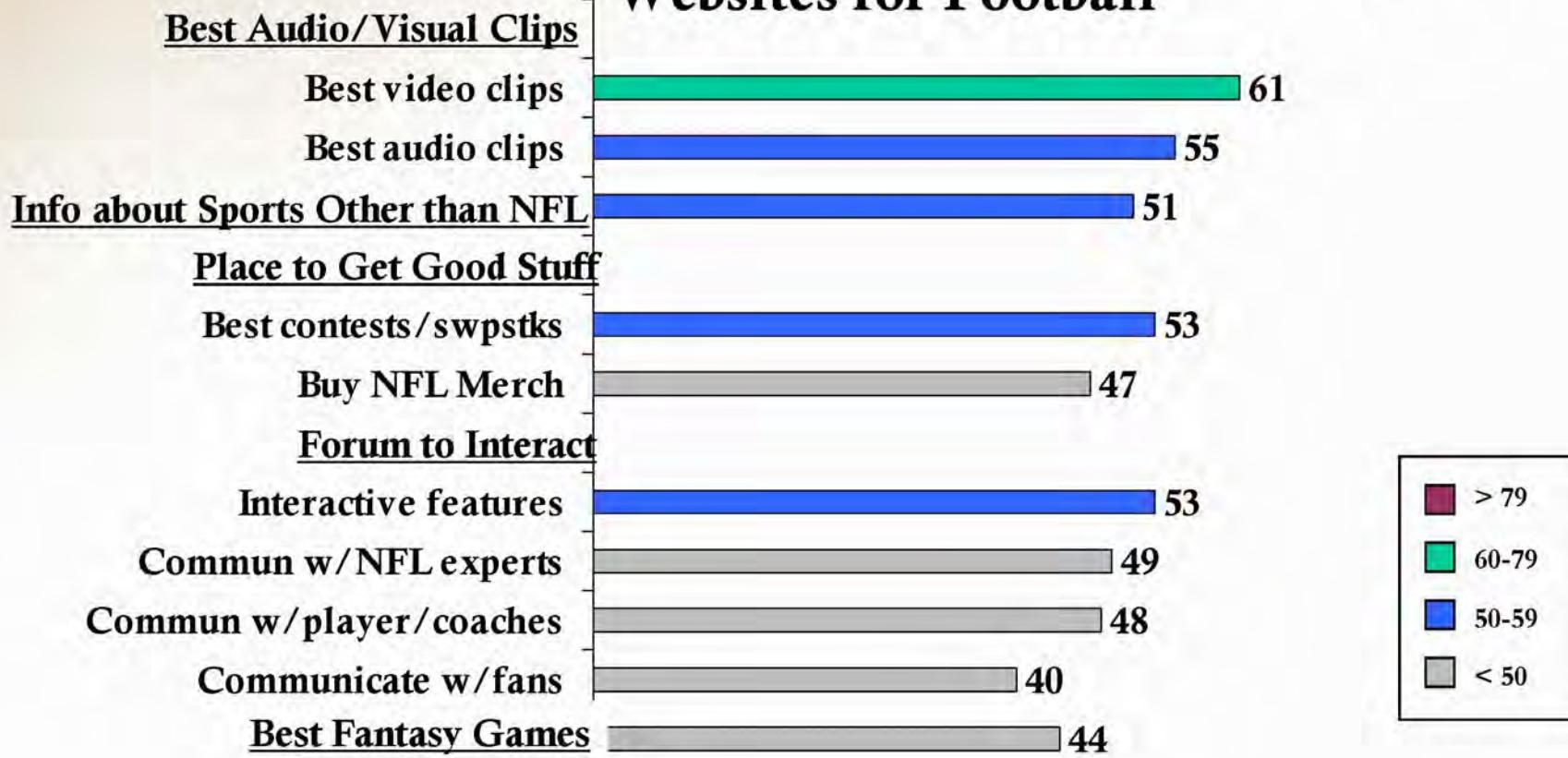


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Football Website Selection Criteria

Motivating Power of Attributes Sought in Sports Websites for Football



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Fantasy Football

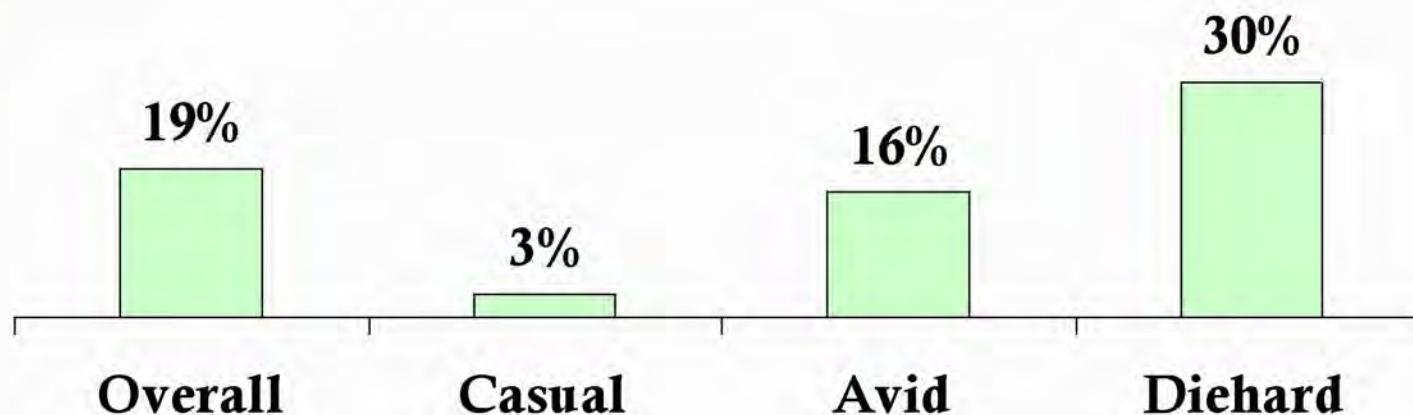
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Fantasy Football

- A little less than 20% of sports website users play fantasy football. Almost 1/3 of passionate fans play fantasy football.

% Playing Fantasy Football by Fan Level



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Fantasy Football

- In general, fantasy players are a little younger than non-fantasy players.

Demographics

	Fantasy Player	Non-Fantasy Player
Age	29.8	33.3
Household Income	\$63,700	\$62,400
Have Kids at Home	37%	42%
Full Time Employed	65%	66%

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Fantasy Football

- Fantasy players are a somewhat more likely to utilize a high speed Internet connection.

Media Access

	Fantasy Player	Non-Fantasy Player
<u>Internet Connection</u>		
High Speed (Net)	56%	48%
Dial Up/Telephone Modem	41%	50%
Don't Know	3%	2%
<u>Television Connection</u>		
Standard Cable	48%	45%
Digital Cable	25%	23%
Standard Broadcast TV	8%	15%
Satellite Television	19%	16%
NFL Sunday Package*	32%	27%

49

* Among those receiving television broadcasts through satellite television

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Fantasy Football

- Fantasy players are more likely to access the Internet at school or work in addition to accessing it at home.

Location of Internet Access

	<u>Fantasy Player</u>	<u>Non-Fantasy Player</u>
Location of Internet Access		
Home	90%	92%
Work	54%	42%
School	24%	13%

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Fantasy Football

- ❖ Fantasy play seems to be a driver of interactive behavior.

Interactive Behavior

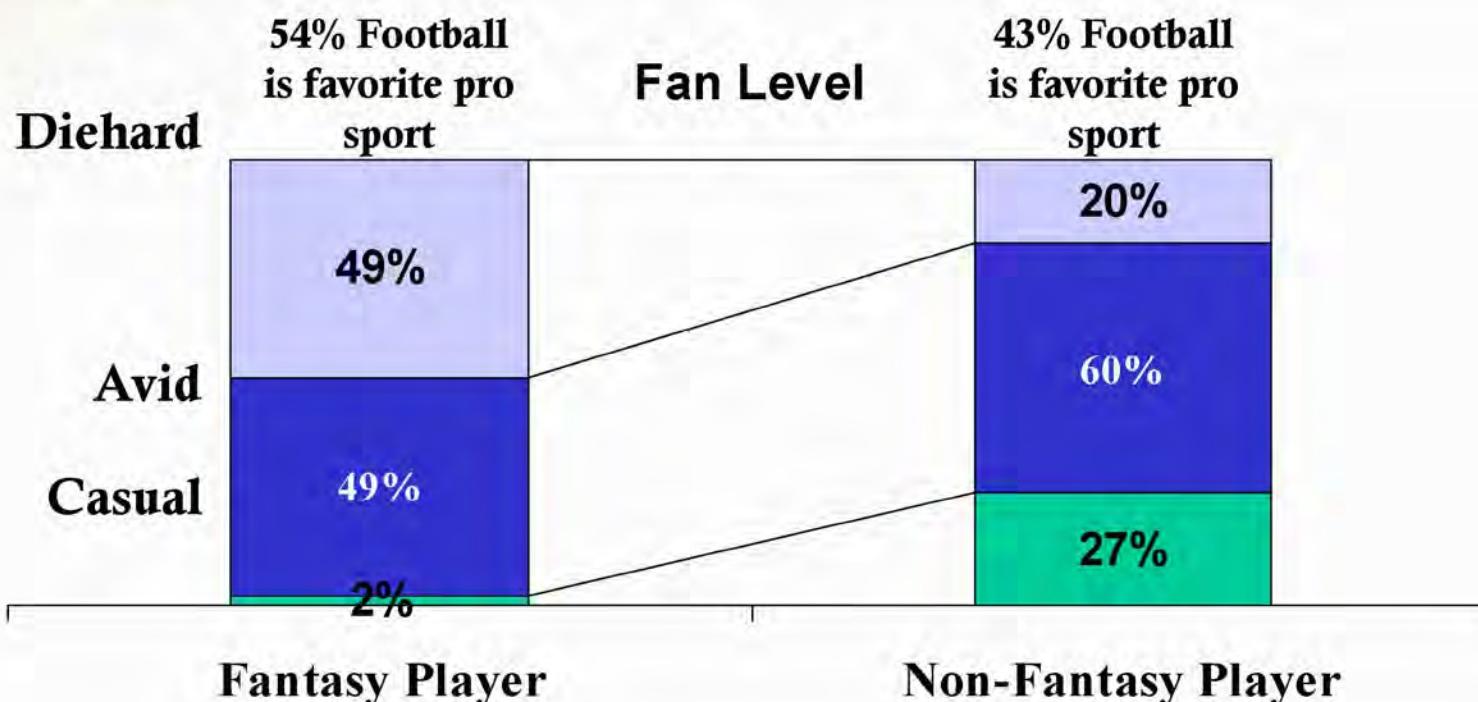
	Fantasy Player	Non-Fantasy Player
Can Watch TV and Access Internet	78%	79%
Interactive Participation		
Never	24%	54%
Light	45%	36%
Heavy	31%	10%



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Fantasy Football and Fan Avidity

- Clearly there is a relationship between playing fantasy football and fan avidity. What is not perfectly clear is whether bigger fans are more likely to play fantasy, playing fantasy increases fan avidity, or both.



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Fantasy Football and Fan Avidity

- ▶ We can look at tenure as an indicator of causation
- ▶ If fantasy football increases fan avidity, we would expect to see fan avidity increasing with the number of years that someone has played fantasy football

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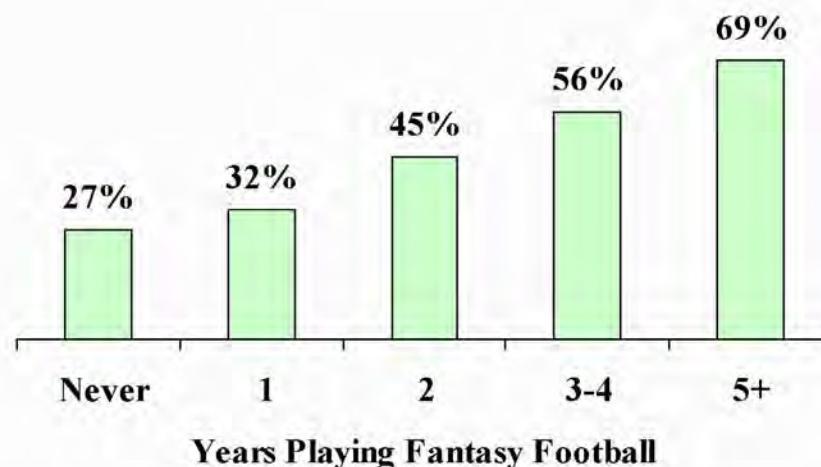
Fantasy Football and Fan Avidity

- Based on this analysis, it appears that fantasy football is a significant driver of fan avidity.

Average Fan Rating



% Diehard Fans



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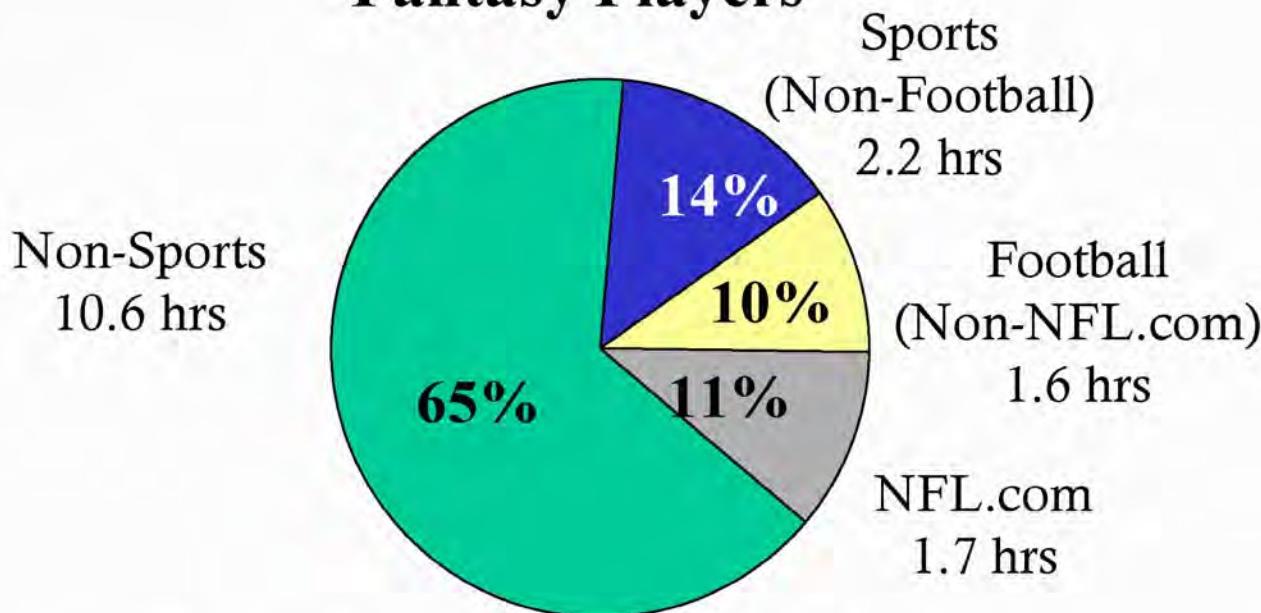


Fantasy Football

- ❖ Fantasy football players are very heavy sports website and football website users.

On-Line Activity in Typical Week

Fantasy Players



Total Hours On-Line/Week: 16

55

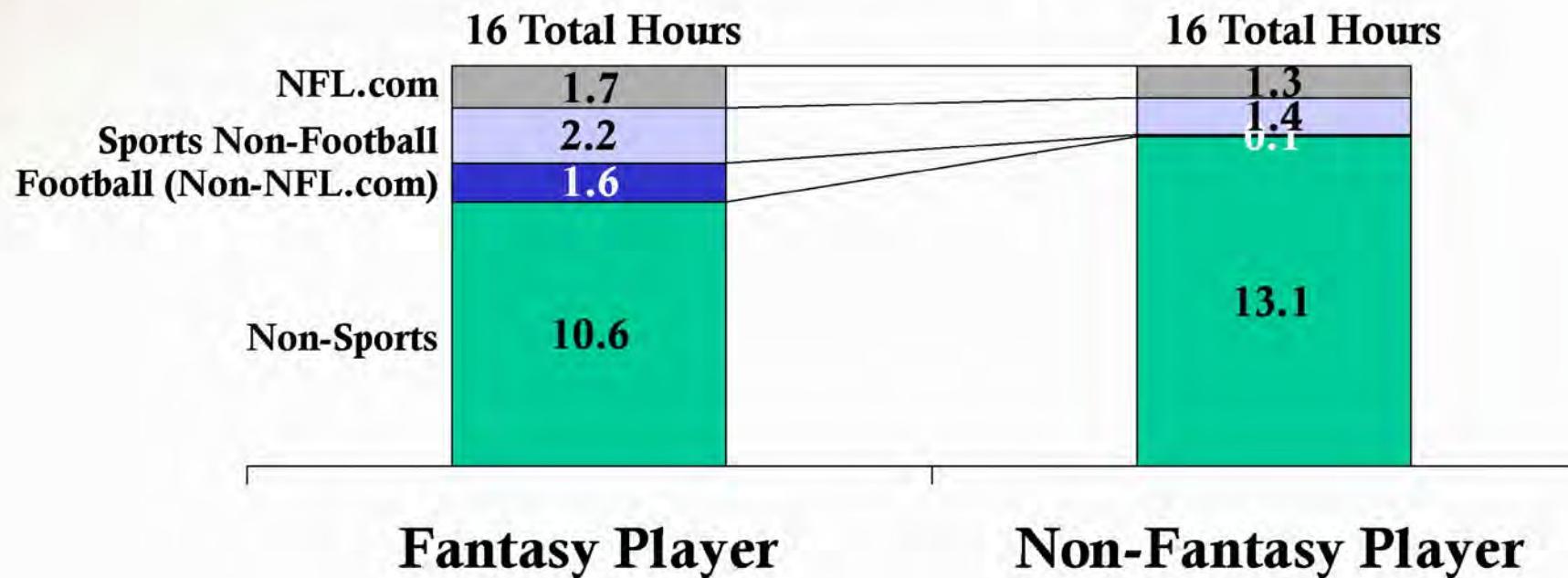
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Fantasy Football

- Fantasy players spend over 20% of their time on-line at football sites.

Online Activity in Typical Week



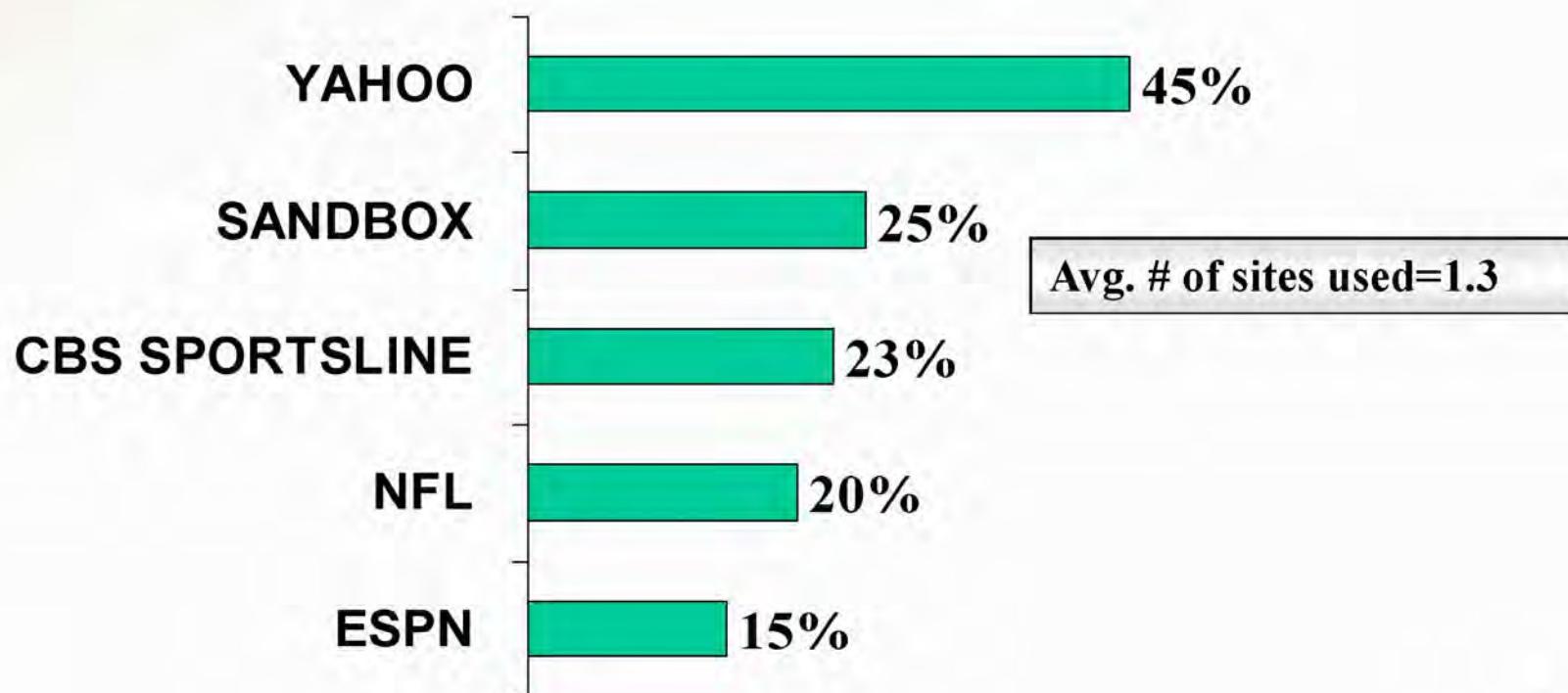
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Fantasy Football

- Yahoo is the most frequently used site for fantasy football among respondents.

Websites Used for Fantasy Football



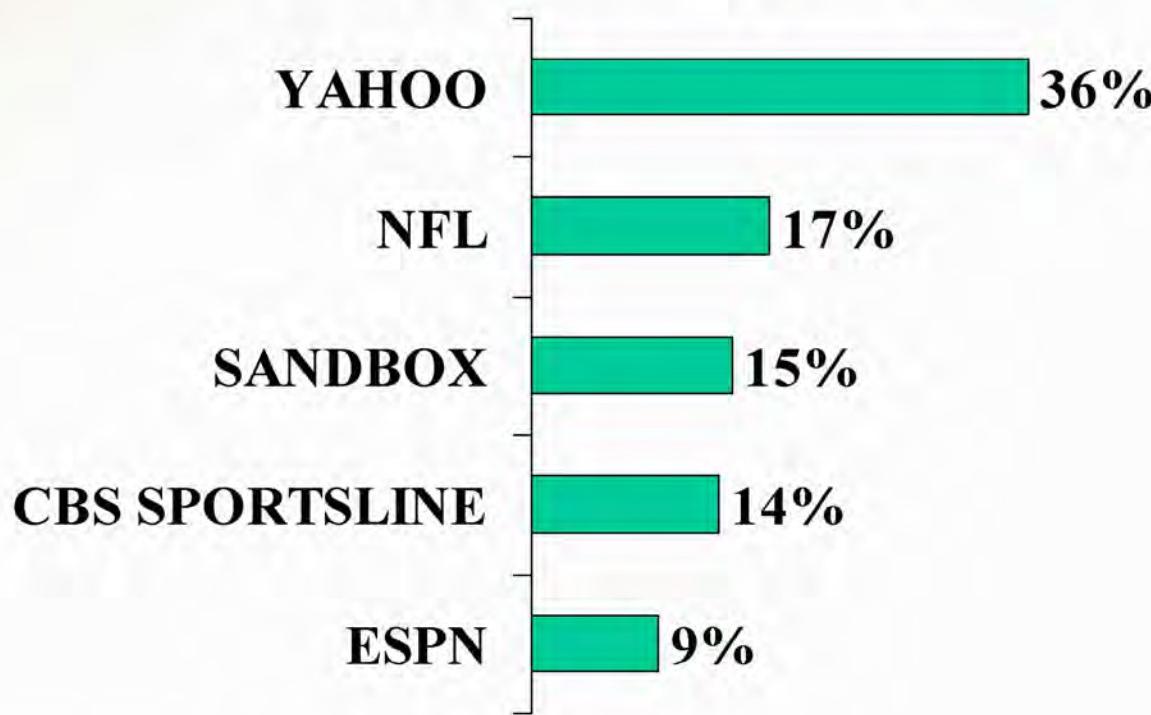
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Fantasy Football

- NFL.com is the second favorite fantasy football site behind Yahoo.

Favorite Website for Fantasy Football

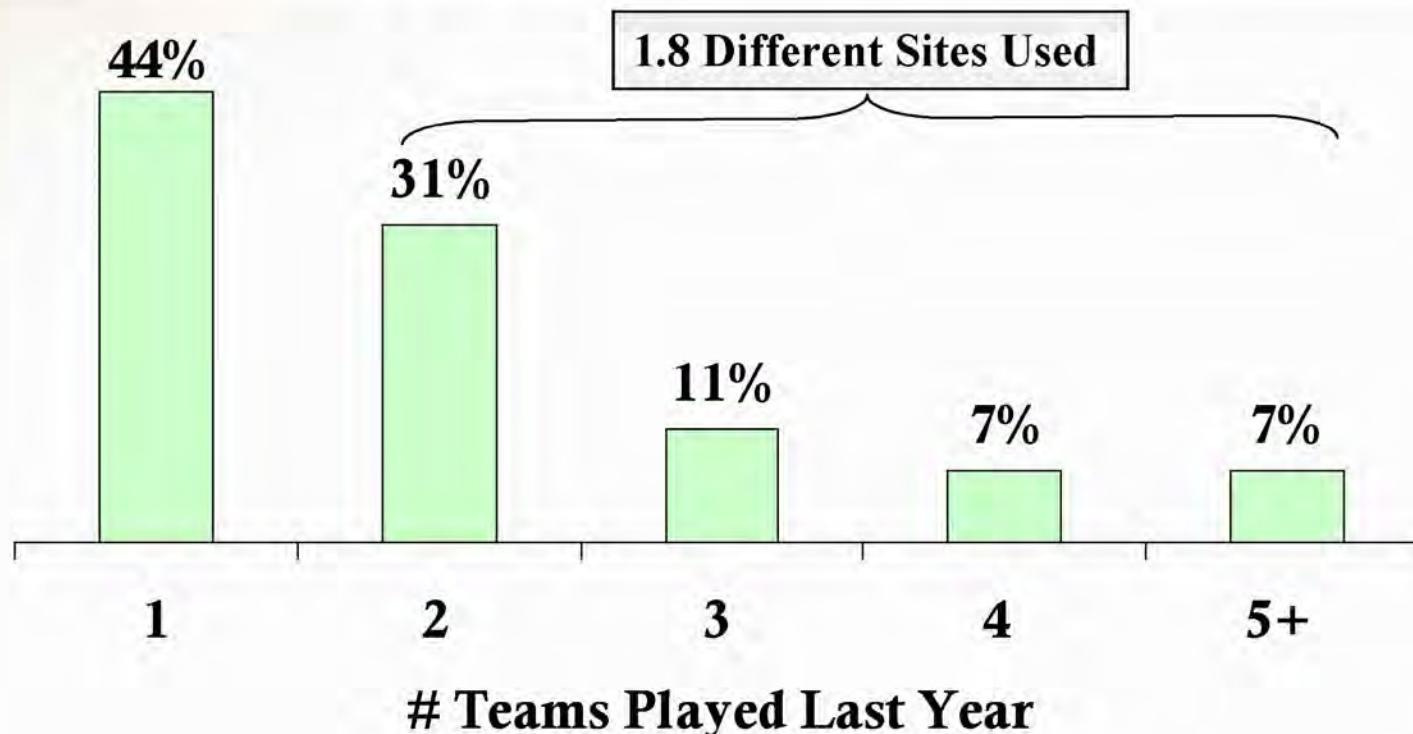




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Fantasy Football

- More than half of fantasy football players played with multiple teams last season. Those playing with multiple teams often played on more than one site.



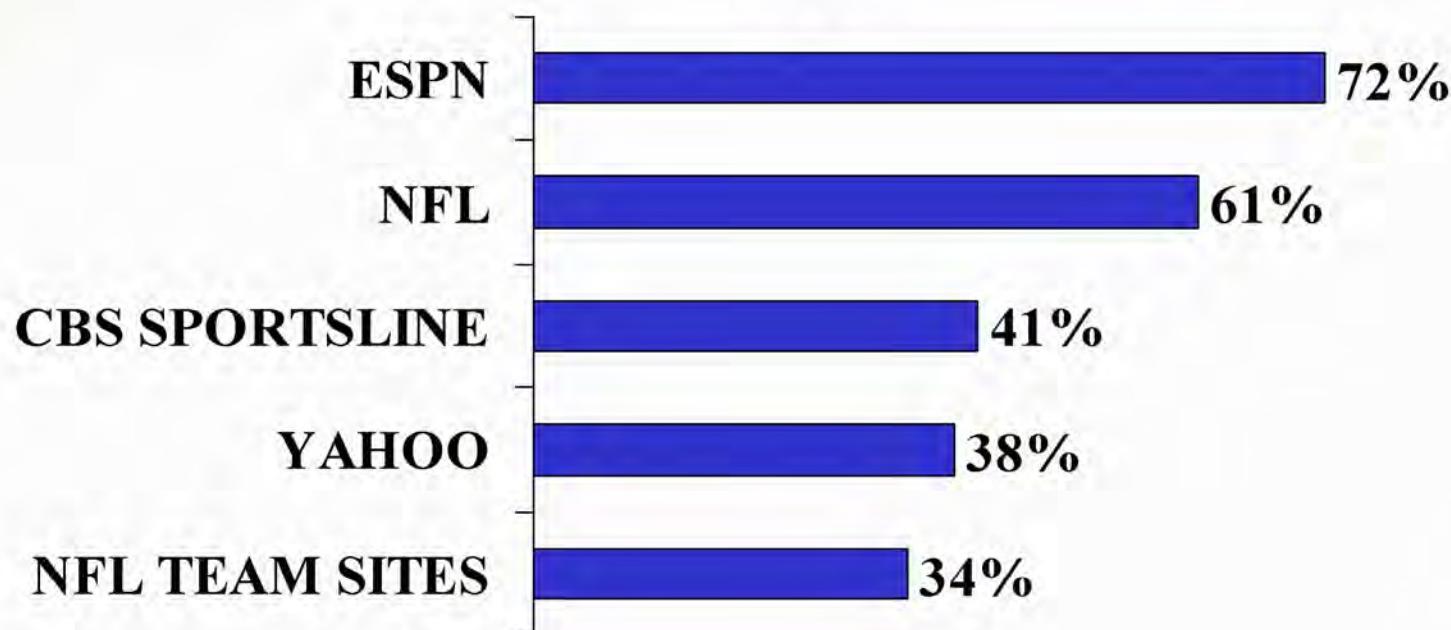
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Fantasy Football

- Fantasy players make very heavy use of ESPN.com and NFL.com each week, and make heavier than average use of all major sports websites.

Sites Visited Each Week for Football by Fantasy Players

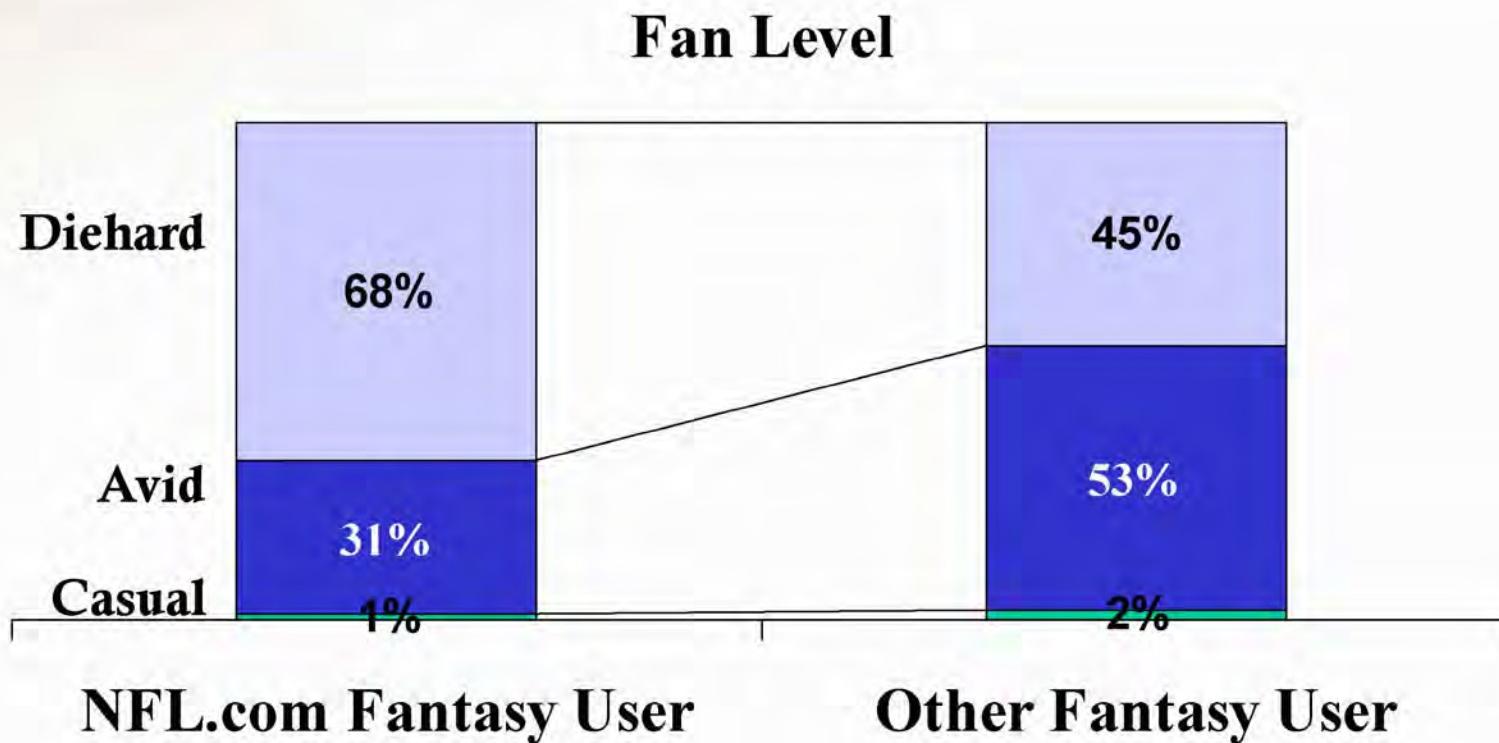


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NFL.com Fantasy Football

- Over 2/3 of NFL.com fantasy players consider themselves a diehard fan.



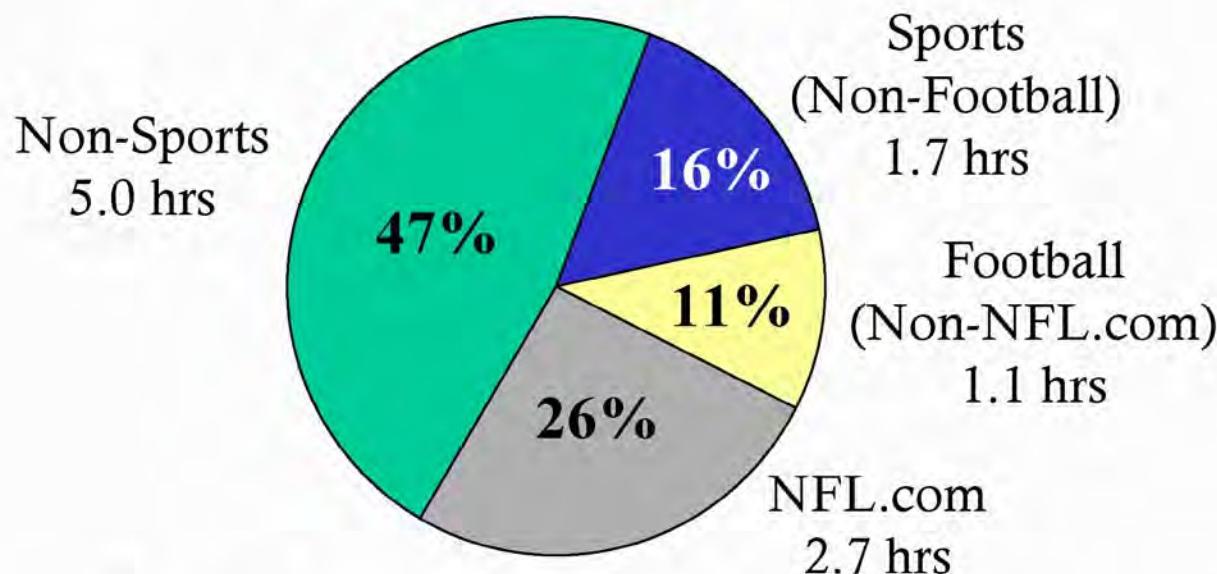
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NFL.com Fantasy Football

- NFL.com fantasy players spend almost 40% of their time on-line for football.

On-Line Activity in Typical Week NFL.com Fantasy Users



Total Hours On-Line/Week: 11

67

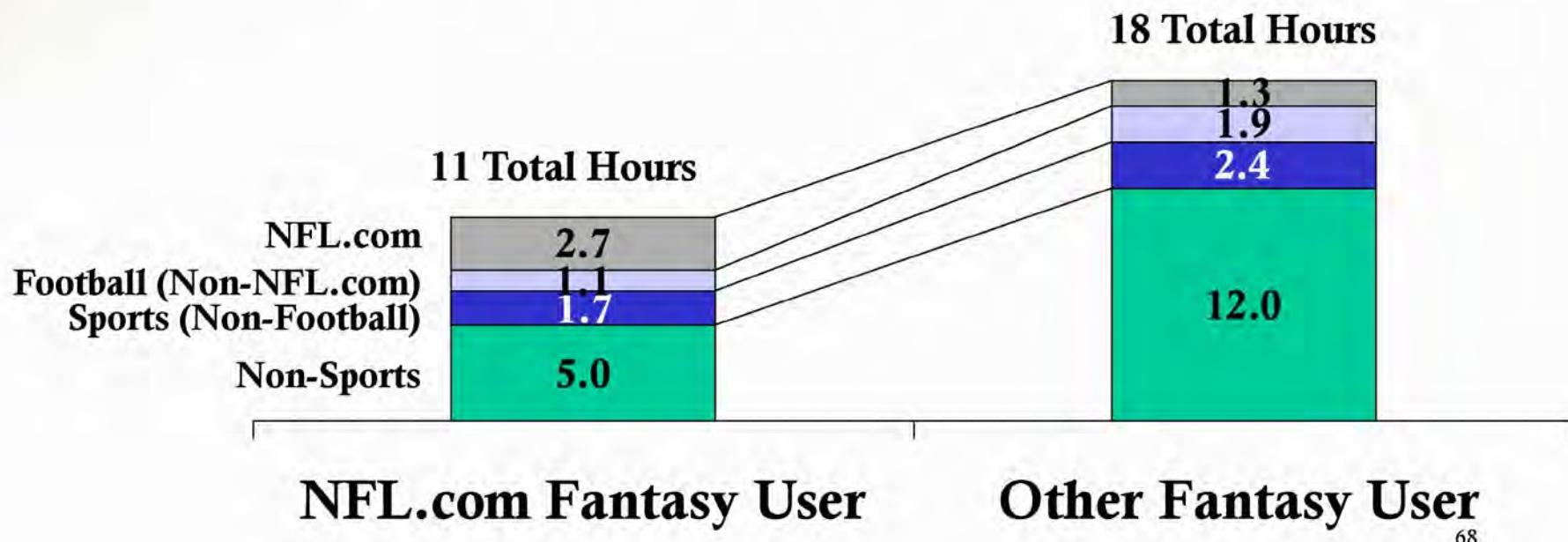
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NFL.com Fantasy Football

- While NFL.com fantasy players spend less time on-line in general, they spend about the same time on-line for sports and football.

Online Activity in Typical Week



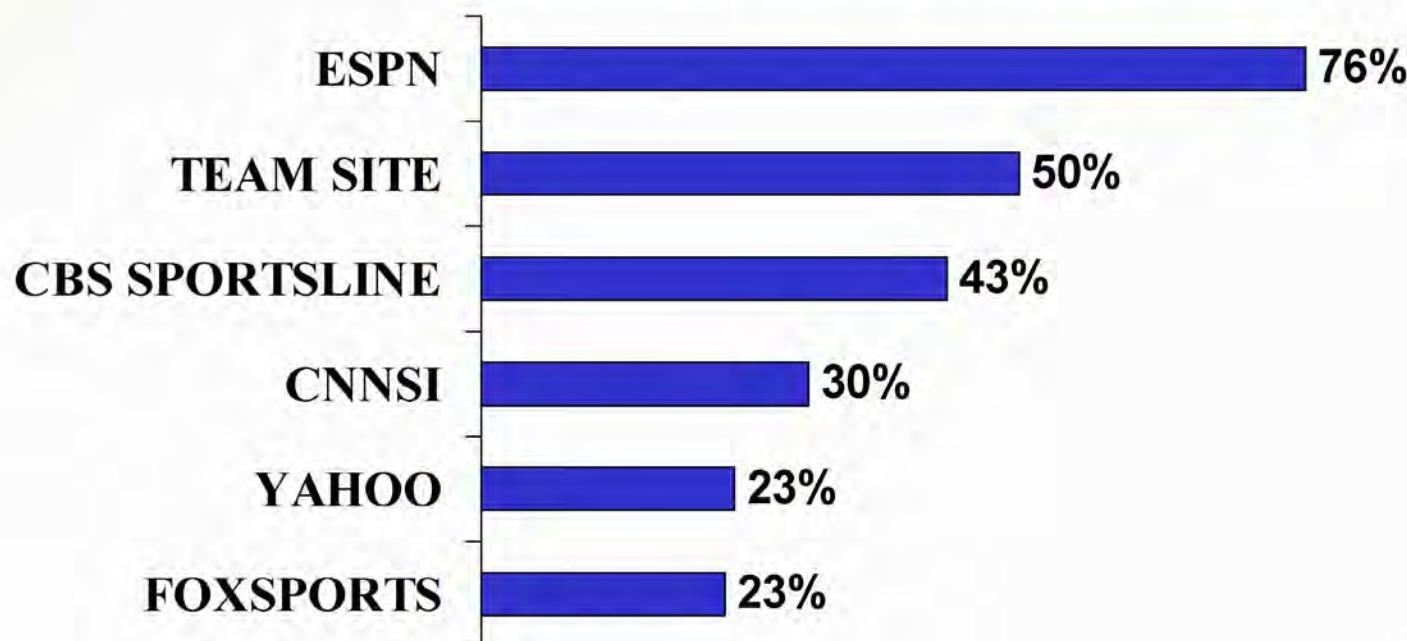
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NFL.com Fantasy Football

- NFL.com fantasy football players rely heavily on team sites for information.

Other Sites Used by NFL.com Fantasy Users for Professional Football Material



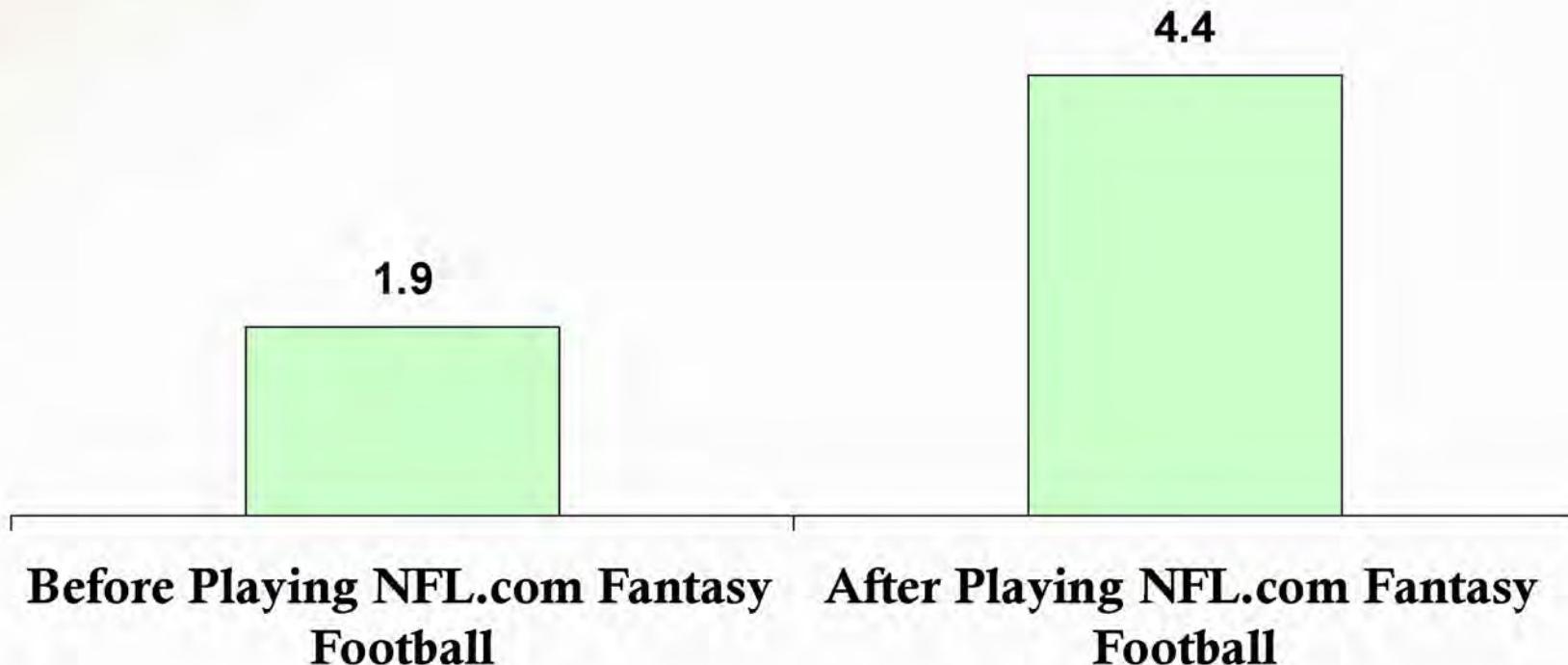
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NFL.com Fantasy Football

- At least in NFL.com's case, playing fantasy football stimulates use of the host website.

Average Visits/Week to NFL.com



* Before and after playing fantasy football on NFL.com

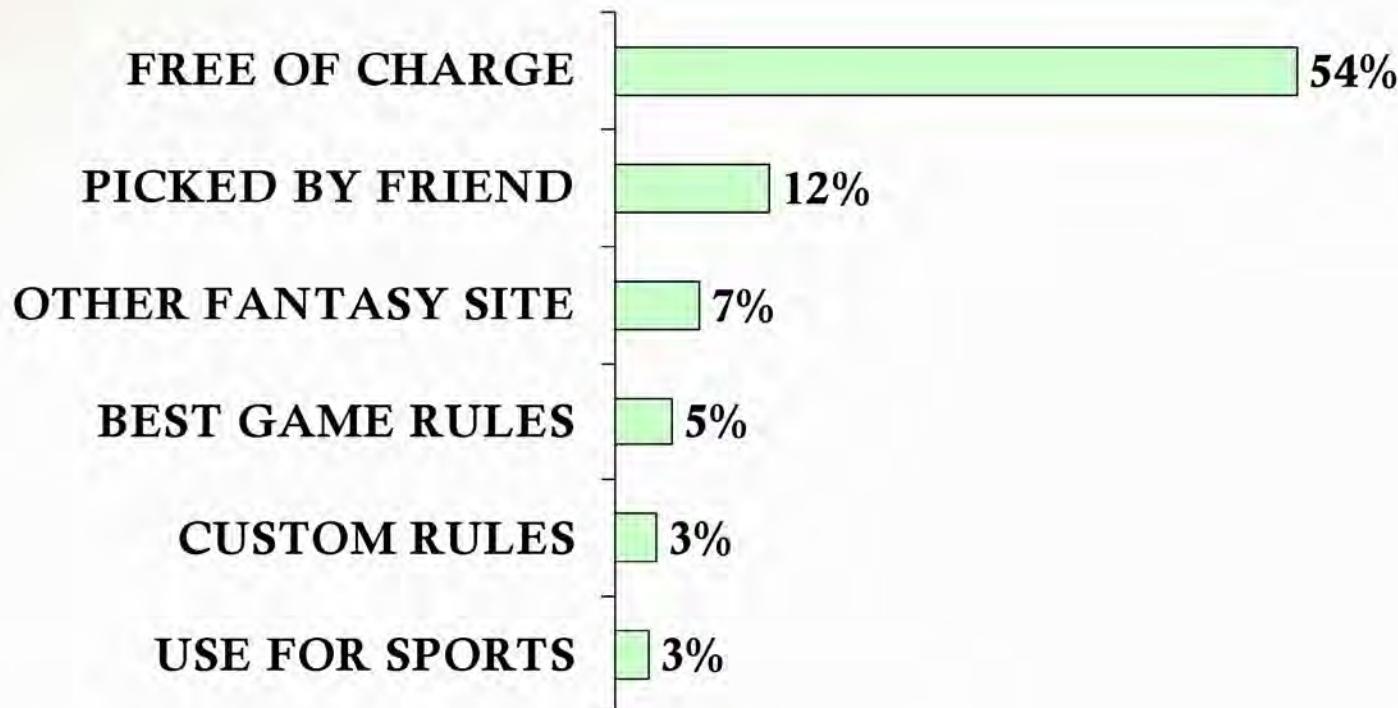
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Fantasy Football

- Over half of fantasy football players say that they chose their site because it was free.

Main Reason Chose Site for Fantasy Football *



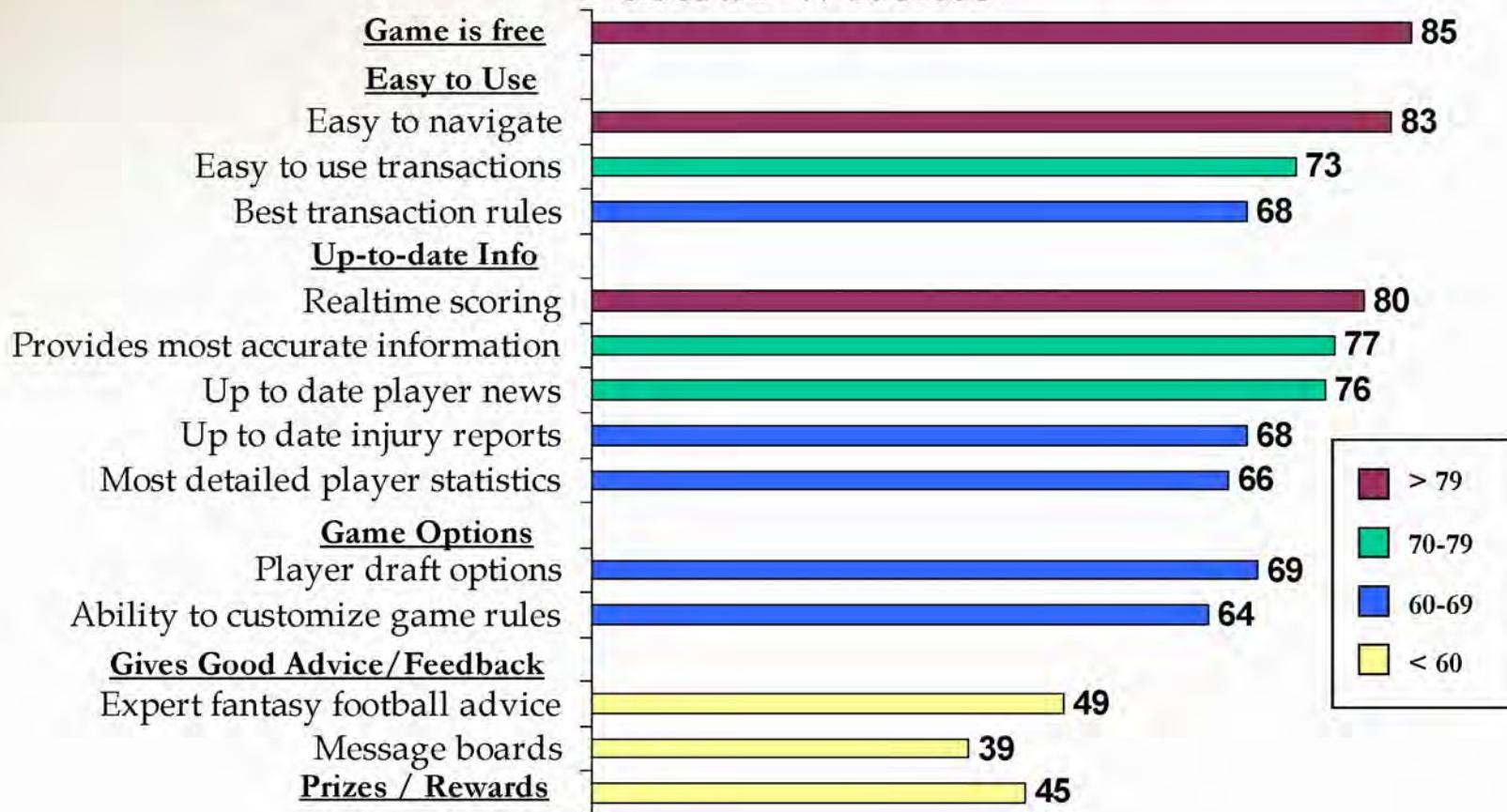
* Site used this past season. If more than one site was used, refers to favorite site.

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Fantasy Football Selection Criteria

Motivating Power of Attributes Sought in Fantasy Football Websites



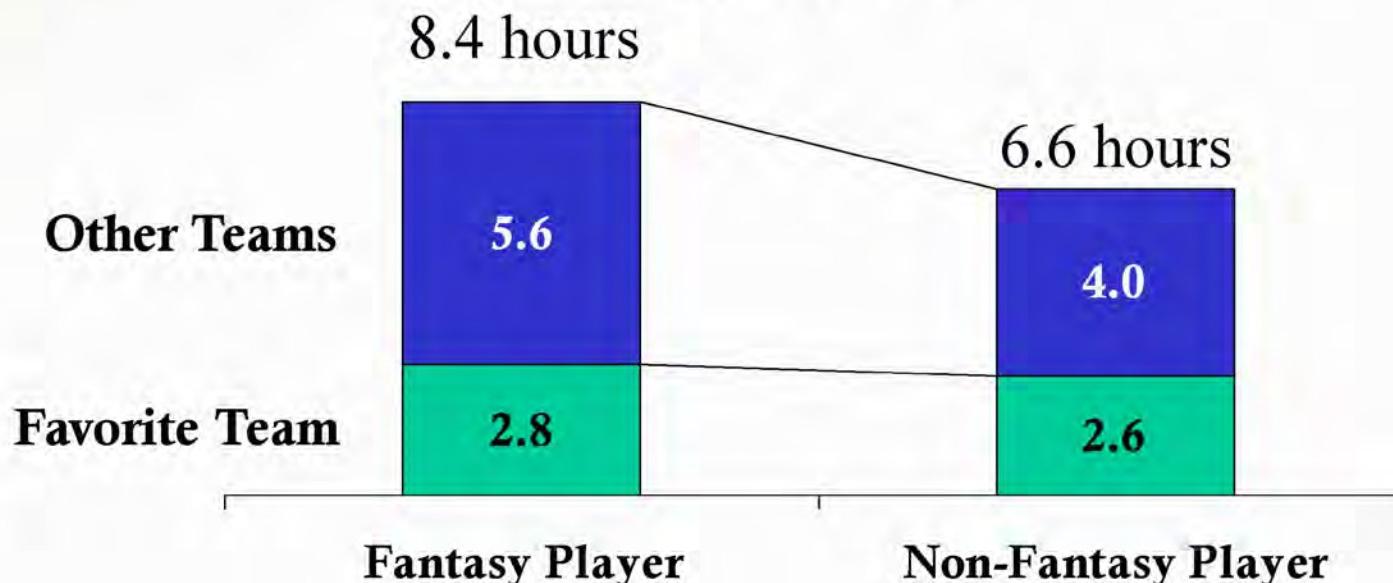
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NFL Television Viewing

- ◆ Fantasy players watch almost 2 hours more football each week than non-fantasy players.

**Hours Watching NFL Games in
Typical Week**



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NFL Television Viewing

- NFL.com fantasy players also watch more football than other fantasy football players.

Total Hours Watching NFL Games in a Typical Week by Fantasy Football Users



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NFL Television Viewing

- NFL.com users watch more football
 - About 3 hours more than non-users
- Fantasy football players watch more football
 - About 2 hours more than non-players
- NFL.com use and fantasy football use are both correlated with fan level
- Are the increases in viewing due to NFL.com and fantasy games or are they just a byproduct of higher fan levels among the two groups?

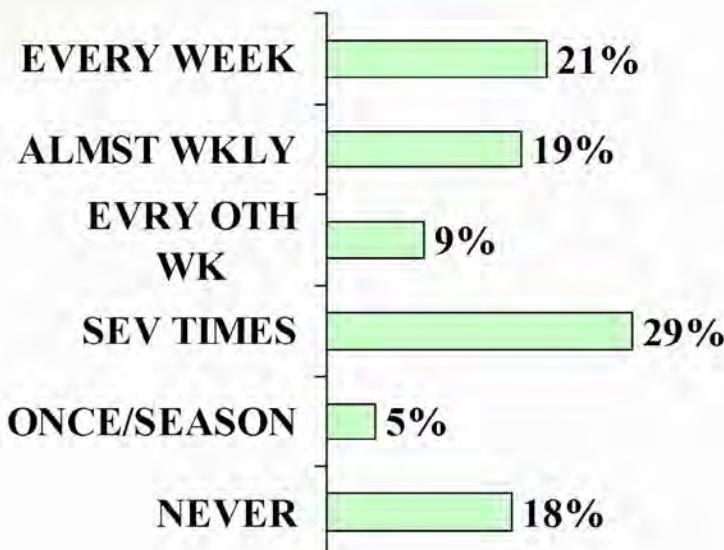
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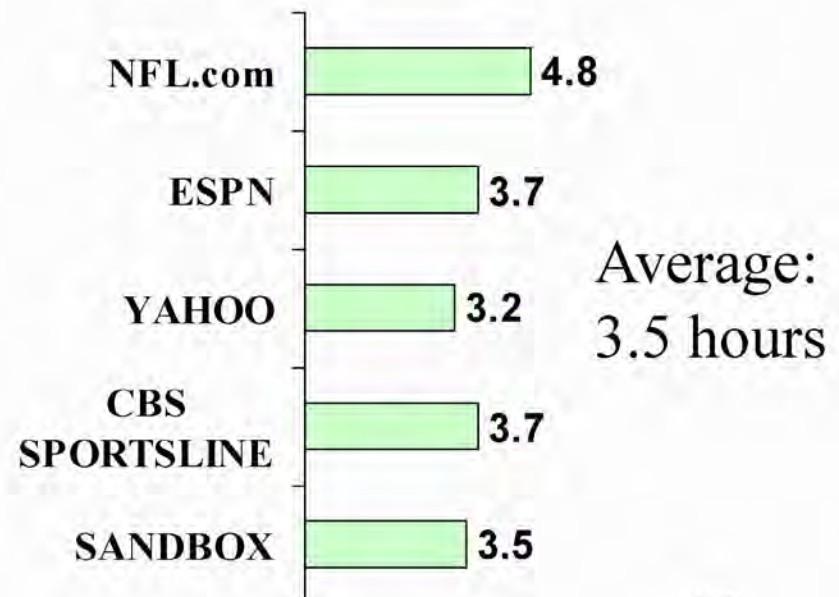
Web Influence on NFL Viewing

- When asked directly, fantasy football players say they watch over 3 hours more per week as a result of playing fantasy football.

Frequency Watching an NFL game to Monitor Fantasy Performance



Additional Hrs Viewing NFL Games b/c of Fantasy Football



102

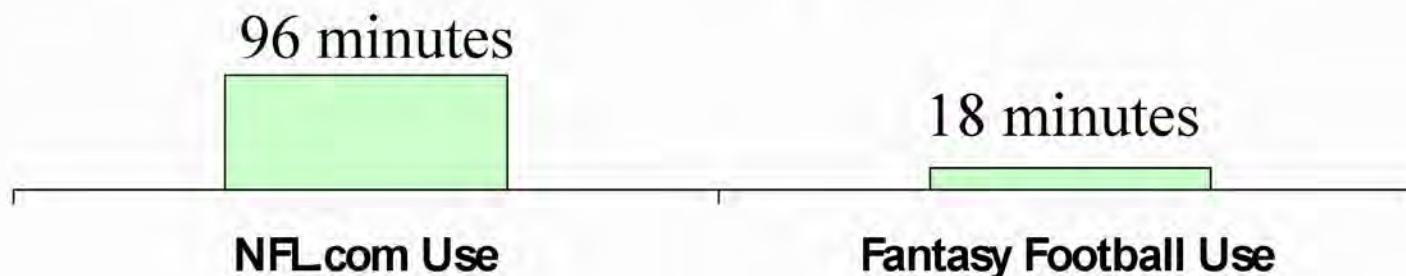
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Web Influence on NFL Viewing

- Based on this analysis, we find that NFL.com users watch about $\frac{1}{2}$ game more *as a result of NFL.com* and fantasy football players watch about 20 minutes more *as a result of playing fantasy football*.

**Additional Hours Watching NFL Games As a Result
of Sports Website Behavior**



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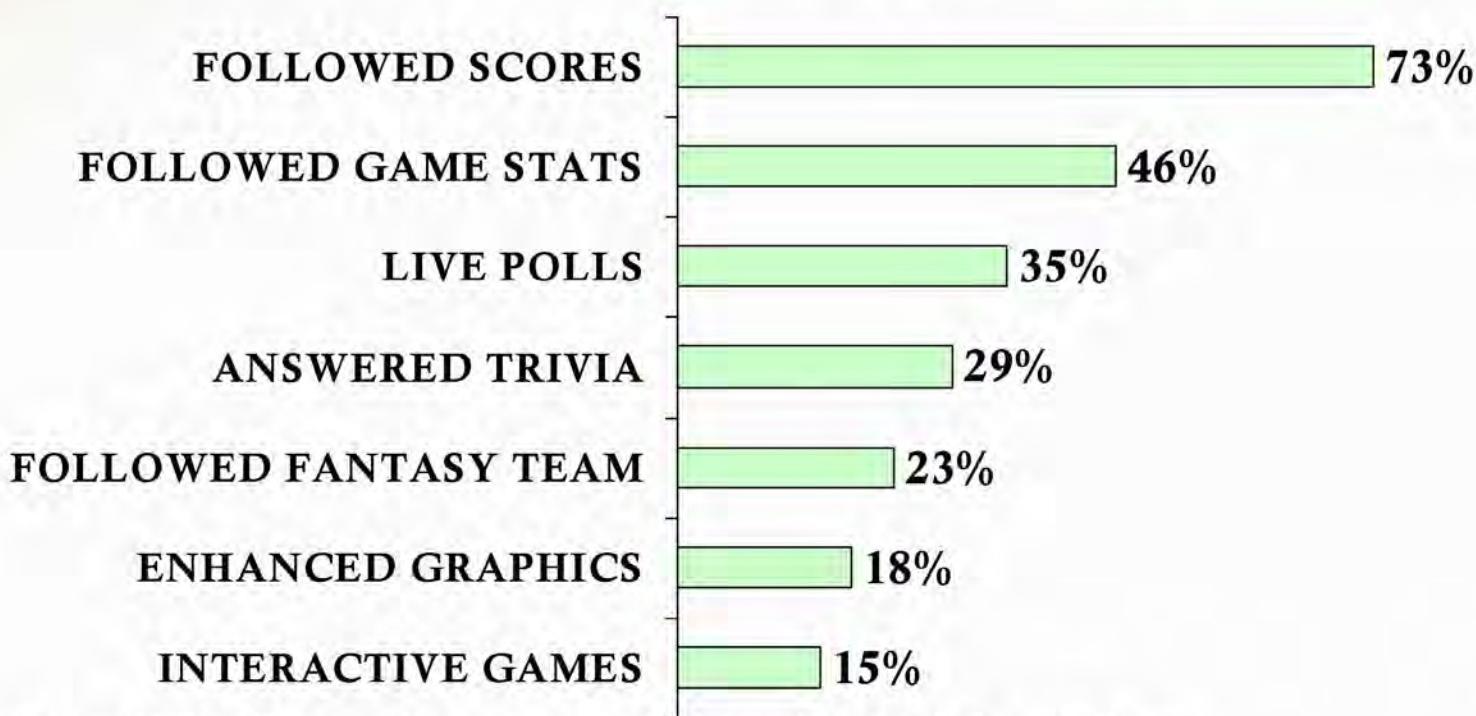
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Interactive Viewing

- Almost ¾ follow the scores on-line while watching games on TV. Almost ½ use game related statistics.

Interactive Viewing Behaviors *



110

* Among those with the ability to watch television while simultaneously surfing the Internet at home.

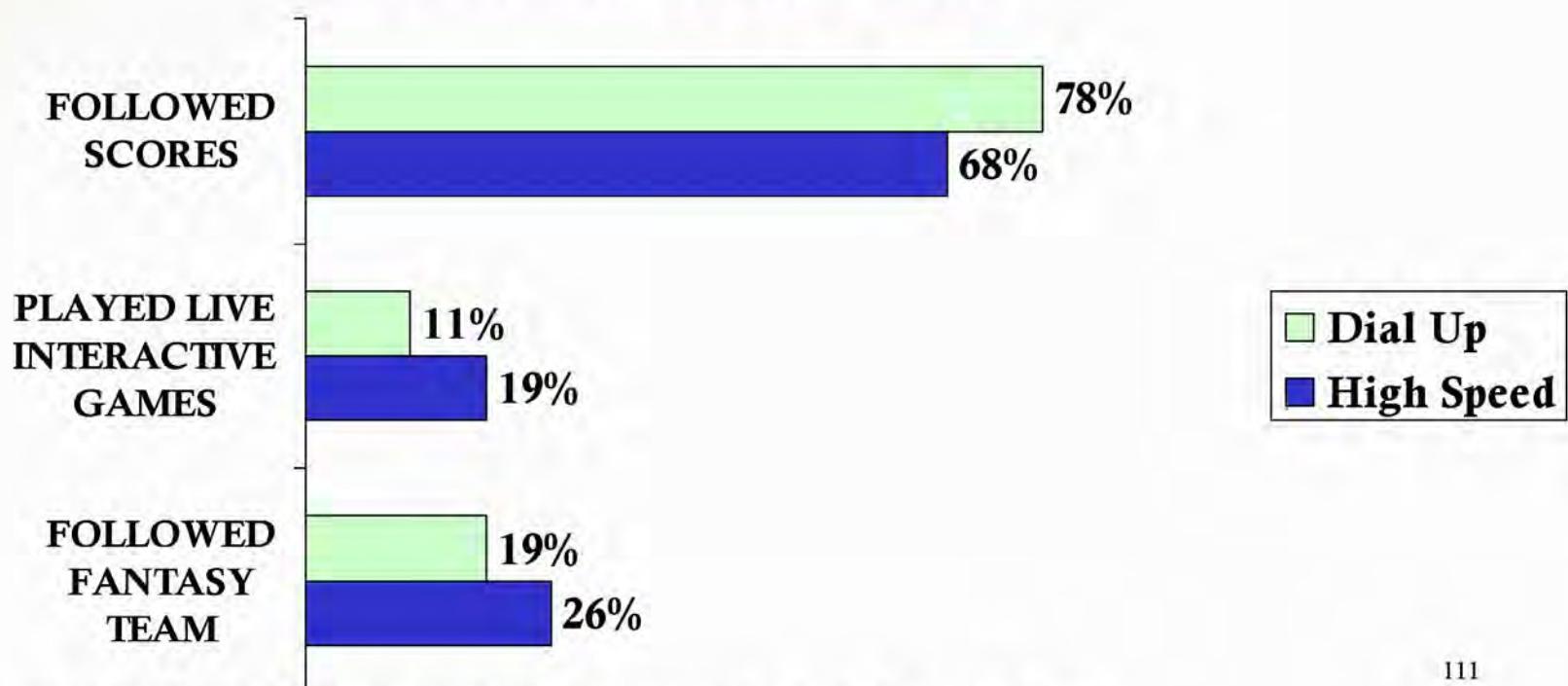
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Interactive Viewing

- There are minor differences in the type of interactive behavior based on connection speed.

Interactive Viewing Behaviors *



111

* Among those with the ability to watch television while simultaneously surfing the Internet at home.

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Findings and Implications

Key Finding

- Fantasy football is a significant issue
 - 20% play it, including 30% of diehard fans
 - Adds to TV viewing
 - Encourages NFL.com usage
- Key competitor is Yahoo
 - Yahoo is free
 - No other compelling advantage
- No site “easy to use”

Implications

- NFL.com should investigate how to make “easier to use”
- Investigate whether “enhanced” pay game is worthwhile, or whether it should simply be given away



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Football Website Selection Criteria

Average Ratings Among Site Users*

	Motivating Power	NFL	CBS ESPN	SPORTSLINE	YAHOO
Easiest site to navigate	H	68	63	68	72
<u>Detail Statistics/Info.</u>					
Detailed info on fav. team	H	76	72	73	59
Easy access to statistics	H	73	68	71	64
Every statistic I could possibly want	M	70	66	69	56
<u>Get Latest Updates</u>					
Up to the minute scores	H	77	72	73	72
Up to the minute breaking news	H	71	66	69	68
Game recaps	H	76	71	74	68
Up to the minute injury updates	M	69	63	66	55

124

* Indexed on a 0-100 scale where 0=Does not describe the supplier at all and 100=Describes the supplier completely.

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Football Website Selection Criteria

Average Ratings Among Site Users*

	Motivating	CBS			
		Power	NFL	ESPN	SPORTSLINE
<u>Can Follow Live Action</u>					
Place to follow games in progress	M	70	65	67	64
Place to listen to radio broadcasts	L	59	55	59	60
<u>Good Articles to Read</u>					
Columns/articles with expert analysis	M	65	61	66	57
Humorous articles/info	L	46	43	44	42
<u>Best Audio/Visual Clips</u>					
Best video clips	M	61	57	60	49
Best audio clips	L	58	54	58	47
Information about sports other than NFL	L	33	32	32	82

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* Indexed on a 0-100 scale where 0=Does not describe the supplier at all and 100=Describes the supplier completely.

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Football Website Selection Criteria

Average Ratings Among Site Users*

Motivating	CBS			
	Power	NFL	ESPN	SPORTSLINE

Place to Get Good Stuff

Best contests/sweepstakes	L	45	43	43	34
Place to buy NFL merchandise	VL	76	74	74	53

Forum to Communicate

Interactive features to go with TV broadcasts	L	56	52	54	41
Forum to communicate with NFL experts	VL	52	50	53	45
Forum to communicate with player/coaches	VL	48	47	48	36
Forum to communicate with other fans	VL	49	47	50	65
Best fantasy games	VL	50	46	49	58

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* Indexed on a 0-100 scale where 0=Does not describe the supplier at all and 100=Describes the supplier completely.

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Fantasy Football

- Team website visitors are more likely to be fantasy players.

% Playing Fantasy Football

